

## REFERENCEUSA USER GUIDE

### What is ReferenceUSA?

ReferenceUSA is an Internet-based reference database which contains detailed information on more than 12 million U.S. businesses and 102 million U.S. residents.

Information is compiled from the following public sources: more than 5,600 Yellow Page and Business White Page telephone directories; annual reports, 10-Ks and other SEC information; federal, state, and municipal government data; Chamber of Commerce information; leading business magazines, trade publications, newsletters, major newspapers, industry and specialty directories; and postal service information, including Change of Address updates.

For each search, you may print out or download up to 25 of your resulting hits. People wanting more may purchase them from the vendor.

### I. Residential Database

#### A. When would I use it?

1. To locate a person when you do not know the exact city or even the state.
2. To locate an address and/or name when you have a phone number.
3. To locate a person when you only have an address.
4. To locate neighbors near an address.

#### B. Type of Search - Quick Search

1. Fill in what you know (your criteria). (Ex: all persons named Gherkin.)
2. Click Search Now

The screenshot shows the ReferenceUSA website interface. At the top, there is a yellow navigation bar with the ReferenceUSA logo and tabs for 'Business' and 'Residential' (labeled '120 Million U.S. Households'). Below the navigation bar, there are links for 'about us', 'contact us', 'help', and 'home'. The main content area is titled 'Quick Search' and contains a form with the following fields: 'Last Name' (with 'gherkin' entered), 'First Name', 'City', 'State' (a dropdown menu with 'All' selected), and 'Phone (10 digits)'. Below the form, there are two buttons: 'Search Now!' and 'Clear My Search Form'. At the bottom of the page, there is a red text line that reads '25 Prints/Downloads per Search' and a footer with links for '[business data]', '[residential data]', '[about us]', '[contact us]', '[help]', and '[home]'.

ReferenceUSA<sup>SM</sup>

Business Residential  
120 Million U.S. Households

Quick Search Custom Search about us | contact us | help | home

**Quick Search**  
Fill out one or more of the following criteria boxes, then click the "Search Now!" button.

Last Name First Name  
gherkin  
City State  
All

Phone (10 digits)

Search Now! Clear My Search Form

25 Prints/Downloads per Search

[business data] [residential data]  
[about us] [contact us] [help] [home]

3. You will see the results of your search displayed.

ReferenceUSA<sup>SM</sup>

Business Residential  
122 Million U.S. Households

about us | contact us | help | home

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All	Last Name	First Name	Address	City	State	Phone Number
<input type="checkbox"/>	GHERKIN	DOUGLAS	316 CRESTVIEW DR	UKIAH	CA	(707) 462-5002
<input type="checkbox"/>	GHERKIN	I	Not Provided	THURMONT	MD	(301) 271-9049
<input type="checkbox"/>	GHERKIN	MIKE	111 TEDFORD AVE	UKIAH	CA	(707) 462-3251

Print Download Revise My Criteria Purchase List New Search Details Back

25 Prints/Downloads per Search

4. At this point, you may Print or Download up to 25 of your results. Or you may Revise your search criteria or Start a new search.

5. To see more details, either Click on a single name or check off more than one name and Click on Details.

Detailed Listing

\* "Median Household Income" and "Median Home Value" is information gathered from the most recent census.

Name:	DOUGLAS L. GHERKIN
Address:	316 CRESTVIEW DR
City, State Zip:	UKIAH, CA 95482-8049
County:	MENDOCINO
Phone:	(707) 462-5002
*Median Household Income:	\$35,977
*Median Home Value:	\$156,500
Latitude/Longitude:	039.121694 / -123.212372
Percentage of owner occupied housing:	49.46%

Map It!

Show Neighbors Within 1/10 mile Submit

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Revise My Criteria New Search

6. Click on Map It to get a map of the location or choose to see neighbors with a certain radius by selecting the distance and clicking Submit.

### C. Type of Search - Custom Search –

1. Use this for collecting demographic information of people living in a certain zipcodes, area codes, streets, etc.
2. Check off the boxes of the information you have. (Example: all of the people on a particular street in Albuquerque.) Click on Create Search Form.

Quick Search Custom Search

**Name**

☐ Last Name ☐ Middle Initial ☒ Address ☒ City ☐ State

☐ First Name ☐ Phone Number ☐ ZIP Code ☐ MSA (Metro Area) ☐ County

☐ Area Code

**Geography Selects**

☒ Address ☒ City ☐ State

☐ ZIP Code ☐ MSA (Metro Area) ☐ County

☐ Area Code

**Create Search Form** **Clear Search Form**

NOTE: Select One or More of the above criteria then click "Create Search Form" button.

3. Enter the information you have and click Search Now.

ReferenceUSA

Business Residential

about us | contact us | help | home

**Search Criteria**

**Name**

☐ Last Name ☐ First Name ☐ Middle Initial ☐ Phone Number

**Geography Selects**

☒ Address ☐ ZIP Code ☐ Area Code ☒ City ☐ MSA (Metro Area) ☐ State ☐ County

**New Search Form** **Clear Search Form** **Go to Quick Search**

**Search Criteria Fields:**

Enter a full or partial address in the fields below.

**Example:**

House Number	Pre Directional	Street Name	Suffix	Post Directional
11886	N.	131st	ST	NN

Number	Direction	Street Name	Suffix	Direction
		Minicolas	PL	NE

**Search Tips**

City Name: ALBUQUERQUE

Select state(s) for Cities:

- NEW HAMPSHIRE
- NEW JERSEY
- NEW MEXICO
- NEW YORK
- NORTH CAROLINA
- NORTH DAKOTA
- OHIO
- OKLAHOMA

Hold down the control key to make multiple selections.

**Search Now!** **Clear My Search Form** **Review Criteria**

4. Once your results are shown, you may **Print** or **Download** up to 25 of them. Or you may **Revise** your search criteria or **Start** a new search.

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<a href="#">Print</a> <a href="#">Download</a> <a href="#">Revise My Criteria</a> <a href="#">Purchase List</a> <a href="#">New Search</a> <a href="#">Details</a> <a href="#">Back</a>						
All	Last Name	First Name	Address	City	State	Phone Number
<input type="checkbox"/>	ALLEN	CHRIS	1721 MIRACERROS PL NE	ALBUQUERQUE	NM	(505) 247-1589
<input type="checkbox"/>	BASSALLECK	BERND	1809 MIRACERROS PL NE	ALBUQUERQUE	NM	(505) 262-4820
<input type="checkbox"/>	BRICE	HAROLD	1741 MIRACERROS PL NE	ALBUQUERQUE	NM	(505) 254-0455
<input type="checkbox"/>	BUSH	SKIP	1821 MIRACERROS PL NE	ALBUQUERQUE	NM	(505) 232-2693
<input type="checkbox"/>	DAILY	JAMES	1716 MIRACERROS PL NE	ALBUQUERQUE	NM	(505) 266-7437
<input type="checkbox"/>	DAUB	G	1813 MIRACERROS PL NE	ALBUQUERQUE	NM	(505) 268-3548
<input type="checkbox"/>	FERNANDEZ	PELAYO	1817 MIRACERROS PL NE	ALBUQUERQUE	NM	(505) 255-5924
<input type="checkbox"/>	FRENCH	SUZANNE	1700 MIRACERROS PL NE	ALBUQUERQUE	NM	(505) 255-4189
<input type="checkbox"/>	HARTZ	M	1745 MIRACERROS PL NE	ALBUQUERQUE	NM	(505) 266-0001
<input type="checkbox"/>	HUNING	JACK	1709 MIRACERROS PL NE	ALBUQUERQUE	NM	(505) 256-9464
<input type="checkbox"/>	KRISTIANSEN	BERIT	1745 MIRACERROS PL NE	ALBUQUERQUE	NM	(505) 232-6651

5. To see more details, either Click on a single name or check off more than one name and Click on **Details**.

## II. Business Database

### A. When would you use it?

1. To get the address and phone number of a business.
2. To get a contact person for a particular business.
3. To locate particular types of businesses in an area – city, zipcode, or metropolitan statistical area (MSA)

### B. Type of Search - Quick Search – use to get information on a particular business.

1. Fill in as much information as you know and click on **Search Now**. (Ex: El Portal restaurant in Albuquerque.)

ReferenceUSA<sup>SM</sup> Business 12 Million U.S. Businesses Residential

Quick Search Custom Search about us | contact us | help | home

**Quick Search**  
Fill out one or more of the following criteria boxes, then click the "Search Now!" button.

Company Name: el portal City: albuquerque State: NEW MEXICO

Phone (10 digits):

**Search Now!** Clear My Search Form

25 Prints/Downloads per Search

## 2. Your search results will be displayed.

The screenshot shows the ReferenceUSA website interface. At the top, there's a logo for ReferenceUSA and navigation links for Business (12 Million U.S. Businesses) and Residential. Below the logo are links for 'about us', 'contact us', 'help', and 'home'. The main content area displays 'Displaying 1-1 of 1' results. A row of buttons includes 'Print', 'Download', 'Revise My Criteria', 'Purchase List' (highlighted in green), 'New Search', and 'Details'. Below this is a table with columns: 'All', 'Company Name', 'Address', 'City/State', 'ZIP', 'Phone', and 'Linkage' (with 'Up' and 'Down' sub-links). The table contains one entry for 'MONICA'S EL PORTAL RESTAURANT' at '321 RIO GRANDE BLVD NW, ALBUQUERQUE, NM 87104' with phone '(505) 247-9625'. Below the table is another row of buttons identical to the one above. At the bottom, it says '25 Prints/Downloads per Search'.

ReferenceUSA<sup>SM</sup>

Business  
12 Million  
U.S. Businesses

Residential

about us | contact us | help | home

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Print Download Revise My Criteria Purchase List New Search Details

All	Company Name	Address	City/State	ZIP	Phone	Linkage
						Up Down
<input type="checkbox"/>	MONICA'S EL PORTAL RESTAURANT	321 RIO GRANDE BLVD NW	ALBUQUERQUE, NM	87104	(505) 247-9625	

Print Download Revise My Criteria Purchase List New Search Details

25 Prints/Downloads per Search

## 3. To see details, click on the company's name.

The screenshot shows the 'Detailed Listing' page for Monica's El Portal Restaurant. It features a table with various business details. The first section includes fields like Name, Address, City, Contact, County, MSA (Metro Area), Phone, Fax, Fortune 1000 Ranking, and Foreign Parent. The second section includes Employees, Corporate Location, Est Sales, Location, Credit Rating Code, ABI Number, Public, Ticker Symbol, Toll Free Number, and URL. Below this are sections for SIC, Lines of Business, Ad Size, and Year Appeared in YP, followed by NAICS and another Lines of Business section. At the bottom, there are links for 'Map It!' and 'Add to List'. Below the main table, there are search filters for 'Show Businesses Within' (1/10 mile) and 'All Businesses', and 'Show SIC's Within' (1/10 mile) and 'SIC Search'.

Detailed Listing

Name:	MONICA'S EL PORTAL RESTAURANT	Employees:	Corporate:
Address:	321 RIO GRANDE BLVD NW	Est Sales:	Location: 1 to 4
City:	ALBUQUERQUE, NM 87104-1448	Location:	LESS THAN \$500,000
Contact:	MONICA BACA TUCKER (OWNER)	Credit Rating Code:	SINGLE LOC
County:	BERNALILLO	ABI Number:	VERY GOOD
MSA (Metro Area):	ALBUQUERQUE, NM	Public:	711521955
Phone:	(505) 247-9625	Ticker Symbol:	No
Fax:		Toll Free Number:	Not Available
Fortune 1000 Ranking:	Not Available	URL:	Not Available
Foreign Parent:	NO		

SIC	Lines of Business	Ad Size	Year Appeared in YP
5812-08	RESTAURANTS MEXICAN	REGULAR	1987

NAICS	Lines of Business
72221105	LIMITED-SERVICE RESTAURANTS

Map It! Add to List

Show Businesses Within 1/10 mile All Businesses

Show SIC's Within 1/10 mile SIC Search

## 4. Click on Map It to see where it is located or use the boxes at the bottom to locate all nearby businesses.

C. Type of Search - Custom Search – use to locate businesses of a particular type in a specific area, the headquarters of a company, etc.

1. Check off the boxes of the information you can provide (you can search by Yellow Page heading, SIC or NAIC code, or major industry). Ex. You can look for all the coffee shops in Albuquerque.
2. Click on Create Search Form.

The screenshot shows the ReferenceUSA website interface. At the top, there's a navigation bar with 'ReferenceUSA' logo and tabs for 'Business' (12 Million U.S. Businesses) and 'Residential'. Below this is a yellow banner with 'Quick Search' and 'Custom Search' tabs. The 'Custom Search' tab is active, showing a grid of search criteria categories: Company Name, Yellow Pages (YP), Geography Selects, Phone Selects, Business Size, and Special Selects. Each category has several checkboxes. For example, under 'Yellow Pages (YP)', 'YP Heading or SIC' is checked. Under 'Geography Selects', 'MSA (Metro Area)' is checked. At the bottom of the form, there are 'Create Search Form' and 'Clear Search Form' buttons. A note below the buttons states: 'NOTE: Select One or More of the above criteria then click "Create Search Form" button.'

3. Type in the Yellow Page heading, or click on the word Heading to see a list of possibilities which you can browse.
4. Select the State for the Metro Area you want to search. (Or type in zipcodes.)
5. Click Search Now.

The screenshot shows the 'Search Criteria Fields' page. On the left is a 'Search Criteria' sidebar with checkboxes for 'Company Name', 'Yellow Pages (YP)', 'Geography Selects', etc. The 'Yellow Pages (YP)' section is expanded, showing 'YP Heading or SIC' checked. The main area is titled 'Search Criteria Fields:' and contains a 'Search Tips' section. It has a text input field for 'Yellow Page Heading' with the value 'coffee shops'. Below this is an 'And/Or' section with five empty input boxes for 'SIC Codes'. At the bottom, there's a 'Geography Selects' section with a dropdown menu for 'Select state(s) for MSA (Metro Area)(s)'. The dropdown is open, showing a list of states: NEW HAMPSHIRE, NEW JERSEY, NEW MEXICO, and NEW YORK. An arrow points to the 'NEW MEXICO' option. The bottom of the page shows an 'Internet' icon.

6. Click on the MSA and the Yellow Page Heading you want. click on Search Now.

**Search Refinement**

**Search Criteria**

- ☒ Company Name
  - ☐ Company Name
  - ☐ Executive Name
  - ☐ Ticker Symbol
- ☒ Yellow Pages (YP)
  - ☒ YP Heading or SIC
  - ☐ Primary SIC
  - ☐ NAICS - 2002
  - ☐ Major Industry
- ☒ Geography Selects
  - ☐ Address
  - ☐ ZIP Code
  - ☐ State
  - ☒ MSA (Metro Area)

**MSA (Metro Area)**

Select MSA (Metro Area)(s)

- Albuquerque, NM
- Las Cruces, NM
- Santa Fe, NM

Hold down the control key to make multiple selections

**Yellow Page Heading**

**Exact Matches**

- 5812-28 : COFFEE SHOPS
- 5812-28 : COFFEE SHOPS - COFFEE TIME DONUTS
- 5812-28 : COFFEE SHOPS - COUNTRY STYLE DONUTS
- 5812-28 : COFFEE SHOPS - DAYLIGHT DONUTS

Done Internet

7. Your results will be displayed.

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Go To Page:  Go!

Print Download Revise My Criteria Purchase List New Search Details

All	Company Name	Address	City/State	ZIP	Phone	Linkage
						Up Down
<input type="checkbox"/>	<a href="#">A CUP OF JOE'S</a>	7418 RIVERTON DR NW	ALBUQUERQUE, NM	87120	(505) 890-8430	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">DUNKIN DONUTS</a>	1109 JUAN TABO BLVD NE	ALBUQUERQUE, NM	87112	(505) 294-3111	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">DUNKIN DONUTS</a>	1902 CENTRAL AVE SE	ALBUQUERQUE, NM	87106	(505) 843-6552	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">DUNKIN DONUTS</a>	4009 SAN MATEO BLVD NE	ALBUQUERQUE, NM	87110	(505) 881-9895	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">DUNKIN DONUTS</a>	4416 WYOMING BLVD NE	ALBUQUERQUE, NM	87111	(505) 292-1355	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">DUNKIN DONUTS</a>	5502 4TH ST NW	ALBUQUERQUE, NM	87107	(505) 345-3292	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">DUNKIN DONUTS</a>	5525 GIBSON BLVD SE	ALBUQUERQUE, NM	87108	(505) 255-9278	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">EXTREME EXPRESS</a>	11922 CANDELARIA RD NE	ALBUQUERQUE, NM	87112	(505) 237-9939	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">GLORIA JEAN'S GOURMET COFFEES</a>	6600 MENAUL BLVD NE # D1	ALBUQUERQUE, NM	87110	(505) 883-7044	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">HEVLA COFFEE</a>	833 CLAYTON MEADOWS DR NE	RIO RANCHO, NM	87144	(505) 994-1162	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">ITALIA DORO ESPRESSO</a>	5940 MIDWAY PARK BLVD NE	ALBUQUERQUE, NM	87109	(505) 344-1506	<input type="checkbox"/>

Done Internet

8. You can find the company's headquarters by clicking on the arrow to the right of the information displayed.

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[Print](#) [Download](#) [Revise My Criteria](#) [Purchase List](#) [New Search](#) [Details](#)

All	Company Name	Address	City/State	ZIP	Phone	Linkage
						Up Down
<input type="checkbox"/>	A CUP OF JOE'S	7418 RIVERTON DR NW	ALBUQUERQUE, NM	87120	(505) 890-8430	<input type="checkbox"/>
<input type="checkbox"/>	DUNKIN DONUTS	1109 JUAN TABO BLVD NE	ALBUQUERQUE, NM	87112	(505) 294-3111	<input type="checkbox"/>
<input type="checkbox"/>	DUNKIN DONUTS	1902 CENTRAL AVE SE	ALBUQUERQUE, NM	87106	(505) 843-6552	<input type="checkbox"/>
<input type="checkbox"/>	DUNKIN DONUTS	4000 SAN MATEO BLVD NE	ALBUQUERQUE, NM	87110	(505) 884-0895	<input type="checkbox"/>

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[Print](#) [Download](#) [Revise My Criteria](#) [Purchase List](#) [New Search](#) [Details](#)

All	Company Name	Address	City/State	ZIP	Phone	Linkage
						Up Down
<input type="checkbox"/>	DUNKIN DONUTS INC	14 PACELLA PARK DR	RANDOLPH, MA	02368	(781) 961-4020	<input type="checkbox"/>

9. Or you can get details, including contact and website, if available, by clicking on a company or checking off boxes and clicking on Details.

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[Revise My Criteria](#) [New Search](#)

Detailed Listing

<b>Name:</b>	GLORIA JEAN'S GOURMET COFFEES	<b>Employees:</b>	Corporate: Location: 5 to 9
<b>Address:</b>	6600 MENAUL BLVD NE # D1	<b>Est Sales:</b>	LESS THAN \$500,000
<b>City:</b>	ALBUQUERQUE, NM 87110-3430	<b>Location:</b>	BRANCH
<b>Contact:</b>	TREY YOUNG (MANAGER)	<b>Credit Rating Code:</b>	EXCELLENT
<b>County:</b>	BERNALILLO	<b>ABI Number:</b>	897406443
<b>MSA (Metro Area):</b>	ALBUQUERQUE, NM	<b>Public:</b>	No
<b>Phone:</b>	(505) 883-7044	<b>Ticker Symbol:</b>	Not Available
<b>Fax:</b>		<b>Toll Free Number:</b>	Not Available
<b>Fortune 1000 Ranking:</b>	Not Available	<b>URL:</b>	Not Available
<b>Foreign Parent:</b>	NO		

SIC	Lines of Business	Ad Size	Year Appeared in YP
5812-28	COFFEE SHOPS GLORIA JEANS		2003
5499-15	COFFEE & TEA	BOLD	1995

NAICS	Lines of Business
72221305	SNACK & NONALCOHOLIC BEVERAGE BARS
44529905	ALL OTHER SPECIALTY FOOD STORES

[Map It!](#) [Add to List](#)

Done Internet